

NNewsline

Web Marketing: A Powerful Tool for Neighborhood Networks Centers

Web marketing on the Internet has quickly become one of the world's most powerful tools for promoting products and services. With an estimated 57 million users in the United States alone, the Internet is a great place to do business.

The potential of web marketing for Neighborhood Networks centers extends beyond selling products and services. Through online marketing, a center can build new partnerships, increase public awareness, gain volunteer support and create an active presence in the community.

"Website marketing is a powerful tool that can give us greater community awareness, which makes our programs more accessible to the public," said Michael Morris, the resident services coordinator at the **Glenridge Terrace Neighborhood Networks Computer Learning Center in Medford, Oregon.**

In June, the center at Glenridge Terrace established a web page (www.southc.com/glenridge) designed by South C Business/Internet Solutions in Oregon. Morris said he plans to use the new website to provide information about center programs available to the community, promote fundraisers and special events, attract potential partners and volunteers and express thanks to Neighborhood Networks contributors.

To attract website visitors, Morris recommends these important tactics:

- Submit a page description of your website to online search services.
- Request links with industry sites related to Neighborhood Networks.
- Include your URL or website address on stationery, cards and literature.

For more information on Neighborhood Networks website activities, call the **Neighborhood Networks Information Center toll-free at (888) 312-2743** or visit the Neighborhood Networks website at www.NeighborhoodNetworks.org.

Neighborhood Networks Centers Online

Neighborhood Networks centers are making themselves more accessible online by creating their own websites. Many centers are already linked to the national Neighborhood Networks website. Among them:

- **Glenridge Terrace Computer Learning Center in Medford, OR**
(www.southc.com/glenridge)
- **LaGrave Place Neighborhood Learning Center in Grand Forks, ND** (www.lagrove.com)
- **Shelter Hill Computer Learning Center in Mill Valley, CA**
(www.midas.org/npo/shill/shhome.html)
- **Friendship Village Neighborhood Network in Virginia Beach, VA**
(www.whro.org/friendship)

The Neighborhood Networks website provides a good resource for centers interested in creating their own websites. The national website features links to various sites that explain how to develop a website.

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First Issue

Welcome to the NNewsline. This new publication highlighting topics of interest to Neighborhood Networks centers and Coordinators is issued every other month.



Neighborhood Networks

Web Site Picks

Websites with quality information relevant to Neighborhood Networks centers are always appearing. We keep track of a wide variety of web links, including new sections on job training, microenterprise, health care and social services. See our complete listing on the Neighborhood Networks website at

www.NeighborhoodNetworks.org

Neighborhood Networks staff picked their five favorites:

Workforce Development Database, U.S.

Department of Labor

www.ttrc.doleta.gov/jtpa

This site provides descriptions of federally funded job training programs.

National Child Care Information Center

www.nccic.org

This site provides information and links to child care resources.

National Health Information Center, U.S. Department of Health and Human Services

www.nhic-nt.health.org

This site assists the public in locating health information and resources.

Small Business Administration

www.sba.gov

This site provides funding and technical assistance information for small businesses and entrepreneurs.

Family Education Network

www.familyeducation.com

This site provides parents with information and interactive tools to help their children learn.

If you know of other websites related to the Neighborhood Networks initiative, please e-mail us at mail@neighborhoodnetworks.org

Benefits of Internet Access

Neighborhood Networks centers across the country are becoming increasingly aware of the benefits of Internet access. With millions of Internet users in the United States alone, the Internet offers a popular avenue to access and obtain information, such as:

- Employment opportunities for adults
- Interactive games for children
- Internet e-mail for seniors

To get connected to the Internet, Neighborhood Networks centers can contact Internet service providers for information or to inquire about possible donation of Internet service to the center. For more information about getting connected to the Internet, obtain a copy of "Choosing the Right Internet Service Provider" from the Neighborhood Networks website at www.NeighborhoodNetworks.org or call the **Neighborhood Networks Information Center toll-free at (888) 312-2743**.

Kids Corner: Ideas for Kids

Neighborhood Networks centers across the country have developed creative programs to keep youth involved in community activities. For example, the Bedford Pines Operation P.E.A.C.E. (Positive Education Always Creates Elevation) program in Atlanta engages youth by providing activities after school.

In addition to a study hall and mentoring program, the center has a Student Bank program where kids learn how to run their own bank. Students apply for bank positions and run the bank two to four times each month. Each student in the after-school program can open a savings account at the Student Bank. When students have deposited \$25 into the account, the Wingate Management Company matches their deposit and opens an account for the student at NationsBank. The Student Bank is a fun way for students to learn basic money management principles.

For more information on other Neighborhood Networks youth activities, call the **Neighborhood Networks Information Center toll-free at (888) 312-2743** or visit the Neighborhood Networks website at www.NeighborhoodNetworks.org.

Partnership News

NCCED and Neighborhood Networks Develop New Partnership

The National Congress for Community Economic Development (NCCED) and the Neighborhood Networks initiative have developed a national partnership that will help local Neighborhood Networks centers identify and work with community development corporations (CDCs) in their communities.

NCCED is the trade association for community-based and -controlled corporations focused on housing and economic development in low- and moderate-income communities of rural and urban America. More than 800 CDCs are NCCED members.

Under the Neighborhood Networks/NCCED partnership, both groups will designate liaisons to work together and share information. The two organizations will use their websites to promote the partnership. To help identify possible linkages, the websites will include a full list of Neighborhood Networks centers and NCCED-member CDCs. For more information about the Neighborhood Networks/NCCED partnership, contact Abby Sosland at (888) 312-2743.



Friendship Village on the Internet: How One Center Goes Online

The Friendship Village Neighborhood Networks center in Virginia Beach, Virginia can be visited online at www.whro.org/friendship. As their welcome page says, the Friendship Village Resident Council designed their website to share experiences and inspire other properties to establish their own Neighborhood Networks centers.

The website highlights the history, program description and vision of the Friendship Village Neighborhood Networks center. The electronic page provides information on creating a center and obtaining partners.

The website also links to sites such as Birdneck Elementary School, the U.S. Department of Housing and Urban Development (HUD) and other resources on the Internet.

NNewsline Close Up: An Interview with Carl Neuswanger

Carl Neuswanger oversees maintaining the Neighborhood Networks website for the U.S. Department of Housing and Urban Development (HUD). We interviewed Mr. Neuswanger about the benefits of Internet access to Neighborhood Networks centers.

Question: Why should centers establish websites?

Many Neighborhood Networks centers have highlighted their achievements on local websites. Creating a webpage is like having your telephone number listed in the phone book, so that others can contact you. The Internet provides a place to let the world know what you are doing and why.

While new centers often include basic contact information on their websites, such as the center name, address, telephone number, fax and background about the center's opening and programs, many existing centers share success stories. These successes highlight how the centers developed, where they found volunteers and center equipment and how they reached out to partners.

Question: What is the purpose of the Neighborhood Networks website?

The Neighborhood Networks website is envisioned as a "one-stop shop." When visitors click on www.NeighborhoodNetworks.org they learn about the people and communities at the heart of Neighborhood Networks. Browse the "What's New" section for background on new center openings and updates. Highlight the "Publications" section to read the latest issue of the quarterly Neighborhood Networks newsletter, which includes center success stories.

Website visitors can also find information on national health programs, link to websites of senior organizations and read about job training programs at Neighborhood Networks centers.

Question: Can centers and other online visitors help shape the national Neighborhood Networks website?

Yes. Achievement of "one-stop shop" status will depend on the active participation of visitors to the Neighborhood Networks website. Residents, Neighborhood Networks centers, community organizations, HUD Neighborhood Networks Coordinators and national Neighborhood Networks staff can contribute to the quality of resources available on the national website by providing information to share on their local activities.

Please send comments about the Neighborhood Networks website to mail@neighborhoodnetworks.org.

HUD Neighborhood Networks NNewsline

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For additional copies, please call the Neighborhood Networks Information Center toll-free at (888) 312-2743.



Calendar of Events

September 14-16 & 23-25, 1998

HUD Neighborhood Networks

1998 National Conference

Phoenix (September 14-16) Crowne Plaza Phoenix Downtown

Atlanta (September 23-25) Atlanta Marriott North Central

Contact: Neighborhood Networks Information Center

Phone: (888) 312-2743

September 24-25, 1998

National Association of Housing and Redevelopment Officials (NAHRO)

Welfare-to-Work

Arlington, Virginia, DoubleTree National Airport Hotel

October 8-9, 1998

National Association of Housing and Redevelopment Officials (NAHRO)

Welfare-to-Work

Seattle, Washington, Radisson Hotel, Seattle Airport

Contact: Moria Brown

Phone: (202) 289-3500

Fax: (202) 289-4949

E-mail: nahro@nahro.org

Website: www.nahro.org

October 29-31, 1998

National Congress for Community Economic Development (NCCED)

Annual Conference

Kansas City, Missouri

Contact: Ellen Shortill

Phone: (202) 234-5009

Fax: (202) 234-4510

Website: www.ncced.org

November 1-4, 1998

The Enterprise Foundation

17th Annual Network Conference

Denver, Colorado, Adam's Mark Hotel

Contact: The Enterprise Foundation

Phone: (410) 964-1230

E-mail: mail@enterprisefoundation.org

Website: www.enterprisefoundation.org

Visit our website at www.NeighborhoodNetworks.org

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